"Publishing collector's editions for the advanced comic art/illustration collector."

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FALL NEWSLETTER: OCTOBER, 1988

Dear Collector,

It's that time again! Time for my infamous Fall Newsletter, in which I give you all the latest excuses for being late with one thing, and at the same time I'm offering you something new and asking for more money!

The Adventures of Superman Collecting, by Harry and Amanda Matetsky, is the new 50th Anniversary Limited Edition book on Superman collectibles, and I have copies in stock for immediate shipment. This $200. book is a deluxe, hardcover-in-slipcase edition of 2500 numbered copies. It has just been released and already half the edition is sold out, so don't wait! Order this one NOW!

All of the interior pages for the seven "New Direction" titles have been printed, the covers are now being printed, and the whole thing goes to the bindery soon. I hope to have the books in your hands before the Christmas mail rush. I realize that finishing these seven "New Direction" books has taken much longer than I originally forecast, and when you see the extensive annotations in these books you will know part of the reason. You will be very happy with the finished product. These books will be available by individual title; details follow from the Old Witch who will also answer a recurring question about "New Trend", "Pre-Trend", and other esoteric EC poop.

All of the sets in the EC Library are in print now and we can fill your orders immediately. Over a period of time, some of these titles will go out of print, one by one. If you are missing any sets, get them now while they are available! Note on the order blank that if you order 3 sets, you get a 10% discount; if you order 5 sets, you get a 15% discount; and if you order 8 or more sets, you get a 20% discount. For the best discount of all, you can now buy THE COMPLETE NEW TREND, consisting of twelve (12) boxed sets of "New Trend" titles, for the special price of $777. You receive the three horror sets, the three sci-fi sets, two war sets, two SuspenStory sets, PANIC, and the full color edition of MAD.

Speaking of MAD, the original artwork for MAD magazine is now being sold via my regular quarterly Comic Art Auction, which costs $20. for a year's subscription (4 issues). Finally, I am trying to decide how many of the early MAD magazines I want to reprint, so I would like your response to a survey I am conducting (see back of order blank).

Thanks for your support, and now here's the Old Witch to fill you in on all the latest news!! Take it away, O.W.,...

Publisher of: **THE COMPLETE EC LIBRARY** (in twenty slipcased sets of hardcover volumes)
THE EDGAR RICE BURROUGHS LIBRARY OF ILLUSTRATION (three deluxe hardcovers in slipcase)
THE ADVENTURES OF SUPERMAN COLLECTING (1988)
THE COMPLETE STAR WARS (newspaper strips written by Archie Goodwin and illustrated by Al Williamson; three hardcovers in slipcase) (1988)

Who does he think I am, Betty Crocker? Everytime ol' Russ wants to put the hard sell on you poor guys, he turns the newsletter over to ME! But this time, I'm gonna use some of my space to answer a question that keeps coming up in your letters to Russ: What does "New Trend", "Pre-Trend", "New Direction", and "Picto-Fiction" mean?

All of these refer to groups of comic books (or magazines) published by Bill Gaines, and here is that chronology: During the years 1948-1950, the so-called "Pre-Trend" period, Gaines published crime, western, and romance comics (CRIME PATROL, WAR AGAINST CRIME, GUNFIGHTER, SADDLE ROMANCES, MODERN LOVE, etc.) and formed his first associations with Al Feldstein, Johnny Craig, and Graham Ingels.

In 1950, Bill Gaines launched a completely new line of comics which he called, in introductory blurbs, a "New Trend" in comic books. These comics, with titles like THE CRYPT OF TERROR, THE VAULT OF HORROR, THE HAUNT OF FEAR, WEIRD SCIENCE, WEIRD FANTASY, CRIME SUSPENSTORIES, etc., were very popular and spawned many imitators. These "New Trend" comics of 1950-1954 were EC's real crowning glory, when Gaines and Feldstein were doing their most imaginative plotting and writing, and the EC artists were doing the finest work of their careers.

So, Bill Gaines coined the term "New Trend", and the old original 1950s EC fans (guys like Bill Spicer, Bhob Stewart, Larry Stark, etc.) coined the term "Pre-Trend".

When Gaines could see that the Comics Code would effectively kill his "New Trend" books, he started another new line of comics which he hoped could keep the EC fans happy and still pass the censors of the Comics Code. He called these his "New Direction" comics: ACES HIGH, VALOR, M.D., IMPACT, EXTRA!, PSYCHOANALYSIS,...and PIRACY, which was not originally described as a "New Direction" title but was later included in "New Direction" ads. Most of these titles folded after five issues.

In one last attempt to keep his audience and his company alive, he created a line of new magazines (not comic books) which were not subject to the Code's authority. These "Picto-Fiction" magazines allowed EC to return to titles like TERROR ILLUSTRATED, SHOCK ILLUSTRATED, CRIME ILLUSTRATED, etc., in a new format that was a cross between a pulp magazine and a comic book: the story is told in typeset, 2-column style like a pulp, but with several illustrative panels on each page like a comic book. Sales on these magazines were awful and they all died after two issues.

Bill Gaines had only one

card left to play. Even though the horror, science fiction, and crime stories would not survive the transition from comic books to magazines, MAD thrived and grew in its new magazine format and has gone on, with Gaines at the helm, to become an American institution. Well, kiddies, that's the history lesson for this newsletter! (Spoken like Paul Harvey): "And now, on to the NEWS!"

YOU CAN BUY "NEW DIRECTION" BOOKS INDIVIDUALLY!

Those of you who have already ordered "New Direction" have ordered sets of books. Due to many requests, individual books are now available. These are all 9"x12" hardcover editions: PIRACY (7 issues) is $25., and the other six titles ACES HIGH, VALOR, EXTRA!, M.D., IMPACT, and PSYCHOANALYSIS are $20. each. Now you WW I aviation buffs can get ACES HIGH, and Williamson & Torres fans can buy VALOR and PIRACY individually, etc.

"PRESENTING THE BILL": KELLY FREAS SIGNED LITHO!

Stabur Graphics has published a limited edition lithograph of Kelly Freas' great parody of the "Great Moments in Medicine" series for MAD magazine, "PRESENTING THE BILL". I have a copy of this print and it is beautifully done, a six-color lithograph signed and numbered (edition size: 395 copies) by Kelly Freas. The large (24"x25½") size makes it especially suitable for framing. $80. postpaid.

FAMILIAR FACES: THE ART OF MORT DRUCKER

Once again from Stabur, this new book on the art of Mort Drucker, MAD's most gifted caricaturist, is a limited edition hardcover (in dust jacket), limited to only 1000 copies, signed by Mort Drucker. This 96-page, 12"x9" book contains 16 pages of color including TIME covers and other commercial works by Drucker. Also included is a complete index to Drucker's work in MAD (he started in #32). With text by David Duncan, and a foreword by Charles M.Schulz, this is a bargain at $35.postpaid.

This Mort Drucker book is from the same publisher as The Art of Jack Davis, which is still available in the signed Collector's Edition at $35.

MAD WATCHES AND CLOCKS!

Bill Gaines has licensed a company to produce MAD wristwatches and clocks, with Alfred E. Neuman on the dial pointing out the time with his feet (his arms are in a strait-jacket). There are three models of the MAD wristwatch: a regular mechanical (wind-up) model for $25., a quartz Sports model at $35., and a Dress model at $50.

The MAD wall clock (looks like a giant wristwatch) is $35., and the MAD alarm clock is $20.

NEW MAD #24 REPRINT!

The Australian publisher of MAD has published an exact facsimile reprint edition of the first magazine edition of MAD (issue #24). This is a complete, cover-to-cover reprint of that historic first issue as a magazine. I don't know if your regular comic shop will be handling these, since I had to get mine from Australia, but I do have a supply for my mailing list (you!), and my supply has just arrived. One copy is $5. postpaid, three copies for $12. postpaid.

BUY! BUY! BUY!

I see the end of the page coming up, and Russ keeps gouging me in my bony old ribs, telling me to urge you to PLEASE SEND ORDERS NOW! We need to get lots of orders between now and the Christmas Newsletter! By that time, the "New Direction" books will all be shipped and I'll be telling you about the "Pre-Trend" books and my new Al Williamson STAR WARS special edition.

Remember, for only $777. you can get THE COMPLETE NEW TREND, 12 boxed sets. What about your younger brother who used to sneak into your ECs...why not buy him the complete set for Christmas?

Russ Cochran's Comic Art Auction is a quarterly, fully-illustrated catalog of original EC and MAD art for sale, as well as newspaper strip and comic book originals, and original drawings and paintings by Carl Barks and Frank Frazetta. The annual subscription price of $20 covers printing and mailing (first class) of the catalogs to bidders all over the United States, Canada, and western Europe.

THANKS AGAIN! to all you folks out there in funny-book land, keep those cards and letters coming, and order something...anything!...NOW!

Signing off for myself and the Old Witch,

Russ Cochran

ORDER FORM

OCTOBER, 1988

☐ **COLOR MAD**, 4 vols in slipcase, $125.
☐ **THE COMPLETE PANIC**, 2 vols in slipcase, $55.
☐ **THE COMPLETE WEIRD SCIENCE-FANTASY**, 2 vols in slipcase, $55.
☐ **THE COMPLETE WEIRD SCIENCE**, 4 vols in slipcase, $85
☐ **THE COMPLETE WEIRD FANTASY**, 4 vols in slipcase, $85.
☐ **THE COMPLETE TWO-FISTED TALES**, 4 vols in slipcase, $85.
☐ **THE COMPLETE FRONTLINE COMBAT**, 3 vols in slipcase, $70
☐ **THE COMPLETE CRYPT**, 5 vols in slipcase, $100.
☐ **THE COMPLETE VAULT OF HORROR**, 5 vols in slipcase, $100.
☐ **THE COMPLETE HAUNT OF FEAR**, 5 vols in slipcase, $100.
☐ **THE COMPLETE SHOCK**, 3 vols in slipcase, $70
☐ **THE COMPLETE CRIME**, 5 vols in slipcase, $100.

Order 3 sets, take 10% off. Order 5 sets, take 15% off. Order 8 sets, take 20% off.

☐ **THE COMPLETE NEW TREND**, 12 sets, $777. (NO FURTHER DISCOUNTS)

☐ **PIRACY**, $25. ☐ **VALOR**, $20. ☐ **IMPACT**, $20. ☐ **ACES HIGH**, $20. ☐ **PSYCHOANALYSIS**, $20. ☐ **M.D.**, $20. ☐ **EXTRA!**, $20.

BOXED SETS
☐ **VALOR-MD-IMPACT**, $70.
☐ **PIRACY-ACES HIGH-PSYCHOANALYSIS-EXTRA!**, $85.

EC T-SHIRT (SM MD LG) ☐ one shirt, $10 size _____ ☐ 3 shirts, $25. sizes _____

FULL-COLOR **EC CLASSICS** (#1-#11 in stock, #12 to be shipped upon release) Indicate Quantity:

_____#1 _____#2 _____#3 _____#4 _____#5 _____#6 _____#7 _____#8 _____#9 _____#10 _____#11 _____#12

1 copy, $6. each 2-4 copies, $5. each 5 or more copies, $4. each

☐ **RUSS COCHRAN'S COMIC ART AUCTION**, 4 issue subscription, $20. US or CANADA ($25. overseas)

☐ **FRONTLINE COMBAT COVERS**, 15 prints, $6.
☐ **CRYPT COVERS**, 30 prints, $10.
☐ **VAULT OF HORROR COVERS**, 29 prints, $10.
☐ **HAUNT OF FEAR COVERS**, 28 prints, $10.
☐ **CRIME COVERS**, 27 prints, $10.
☐ **PANIC COVERS**, 12 prints, $5.
☐ **WEIRD SCIENCE-FANTASY COVERS**, 11 prints, $5.
☐ **WEIRD SCIENCE COVERS**, 22 prints, $8.
☐ **WEIRD FANTASY COVERS**, 22 prints, $8.
☐ **TWO-FISTED TALES COVERS**, 24 prints, $8.
☐ **ALL TEN COVER SETS**, $60.

THE ADVENTURES OF SUPERMAN COLLECTING

☐ **$200.00**

I prefer:
☐ lowest available no.
☐ no._____if available

STILL AVAILABLE

☐ **ART OF AL WILLIAMSON**, $10.
☐ **THE MAGICAL MUSIC OF DISNEY**, 4 records and book, $20 SPECIAL CLOSEOUT! **$12, SET!**
☐ **KRAZY KAT:** The Comic Art of George Herriman, 220 pages, some in full color. ☐ Hardcover, $27. ☐ Softcover, $15.
☐ **THE ART OF JACK DAVIS:** ☐ Collector's Edition, $35. ☐ Regular Hardcover, $19. ☐ Paperback, $10.

NEW ITEMS

☐ **FAMILIAR FACES:** Art of Mort Drucker, $35.
☐ **"Presenting the Bill"**, signed by Kelly Freas, $80.
☐ **MAD #24** reprint, $5.
MAD WATCHES: ☐ Wind-up, 8001, $25. ☐ Quartz Sport, 8002, $35. ☐ Quartz Dress, 8003, $50.

PLEASE READ! HOW TO ORDER:

Make checks and money orders payable in US Funds only. All prices postpaid with these exeptions: Canadian customers should add $15. per set, and other foreign customers should add $20. per set, to cover postage and handling of the **COMPLETE EC LIBRARY**. We ship UPS to US addresses unless you specify otherwise.

Your Name, Address and Zip:

Ship to (if different than address at left):

Enclosed find $_____ to cover the above order:
OR charge to ☐ **MASTERCARD** or ☐ **VISA.**
Number: _____/ Exp.:_____
Signature _____

☐ Change of address (please give us your old address, too.)

Send orders to:

Missouri residents must add 5⅝% sales tax

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OR to order call **1-800-EC-CRYPT** and ask for the order desk. **USE THIS NUMBER FOR ORDERS ONLY!**

Dear EC Fan:

I am trying to decide how far to go with the reprinting, in hardcover books, of MAD magazine. While everyone seems to agree that it would be worthwhile and, hopefully, profitable to publish the first several issues of MAD magazine, there is no consensus of what issue of MAD I should stop at in these hardcover reprints.

That is the purpose of this survey. I want you to suppose that I am offering twelve (12) volumes---12 books, not 12 sets---of hardcover, 12"x9", identical in format to the EC Library, with six issues of MAD magazine per book, and each book priced at $25. to $30. Here is the breakdown on the 12 books:

MAD VOL ONE reprints issues #24-29
MAD VOL TWO reprints issues #30-35
MAD VOL THREE reprints #36-41
MAD VOL FOUR reprints #42-47
MAD VOL FIVE reprints #48-53
MAD VOL SIX reprints #54-59
MAD VOL SEVEN reprints #60-65
MAD VOL EIGHT reprints #66-71
MAD VOL NINE reprints #72-77
MAD VOL TEN reprints #78-83
MAD VOL ELEVEN reprints #84-89
MAD VOL TWELVE reprints #90-95

The big question is: Given the availability of the above 12 books priced at $25 to $30 each (with some kind of discount for the set of 12), how many of these twelve books are you, as a collector, likely to buy?

Please give your answer in terms of a number from zero to twelve.

How many of these twelve books might you buy? _____
(place your answer here, a number from zero to12)

If your answer is zero, that means you would probably not buy any of the MAD magazine hardcover reprints. If your answer is 12, it means that you would probably buy all 12 books.

PLEASE RESPOND TO THIS SURVEY!! It helps me greatly in planning future reprint projects, and placing priorities on various upcoming publications.

Thanks again for your support and your orders over the past years!

Best regards,

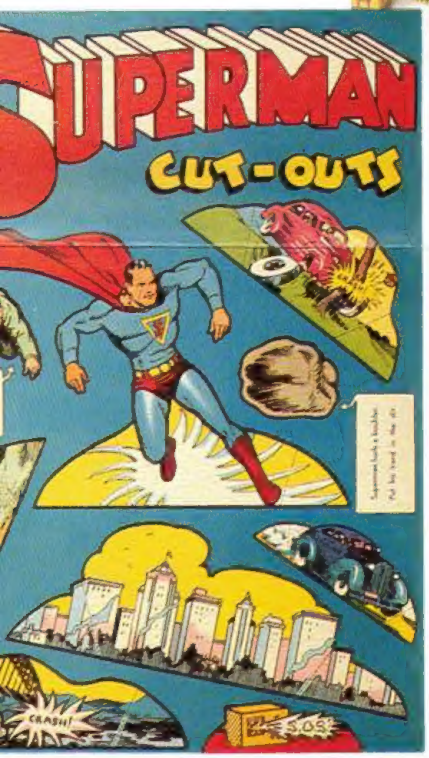
Russ

Please return by December 1st!

THE ADVENTURES OF SUPERMAN COLLECTING
ACTION COMICS
SUPERMAN
SPRING EDITION
SUMMER ISSUE
64 PAGES
No. 1
No. 2
No. 3
No. 4
No. 5
No. 9
No. 10
No. 11
No. 12
No. 14
No. 15
No. 16
No. 18
No. 19
No. 25
10¢

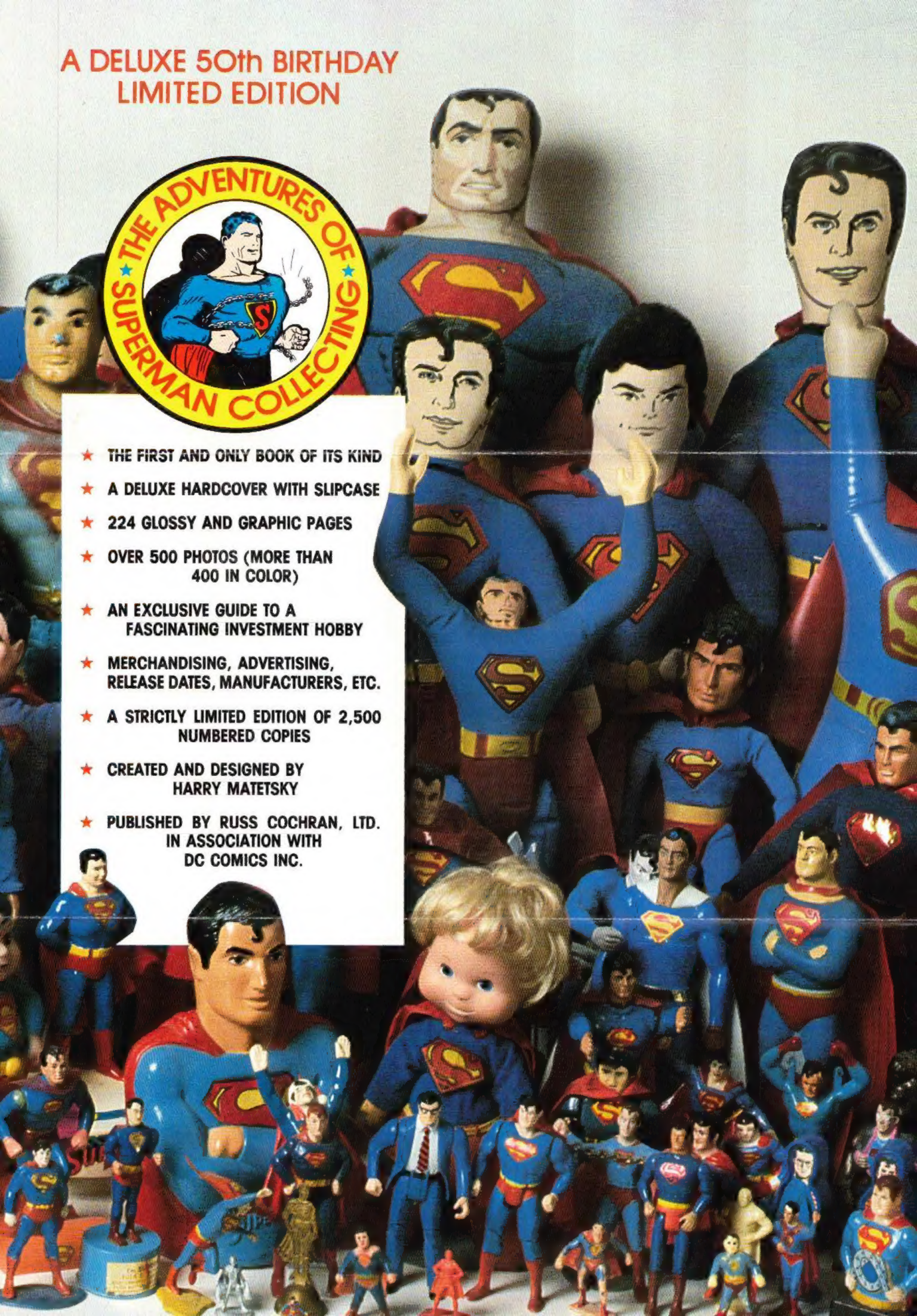
THE ADVENTURES OF SUPERMAN COLLECTING

THE FIRST BOOK EVER PUBLISHED TO FOCUS EXCLUSIVELY ON THE HISTORY, GRAPHICS, RARITY AND VALUE OF SUPERMAN ART AND COLLECTIBLES



The 50th Birthday collector's edition of *The Adventures of Superman Collecting* is a deluxe 224-page slipcased hardcover strictly limited to 2,500 numbered copies. Over 500 significant Superman collector's items—original art, rare books, early ads, antique toys, games, posters and premiums, etc.—were photographed in color especially for this unique edition, and collectors all over the country contributed their knowledge and expertise to the book's research. With quality color reproduction on 100 lb. glossy stock, *The Adventures of Superman Collecting* retails for $200 per copy, and is itself destined to become a sought-after and increasingly valuable collector's item.

All of the Superman items and illustrations pictured in this brochure were produced under assignment or licensing agreement with DC Comics Inc. or its predecessor companies.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